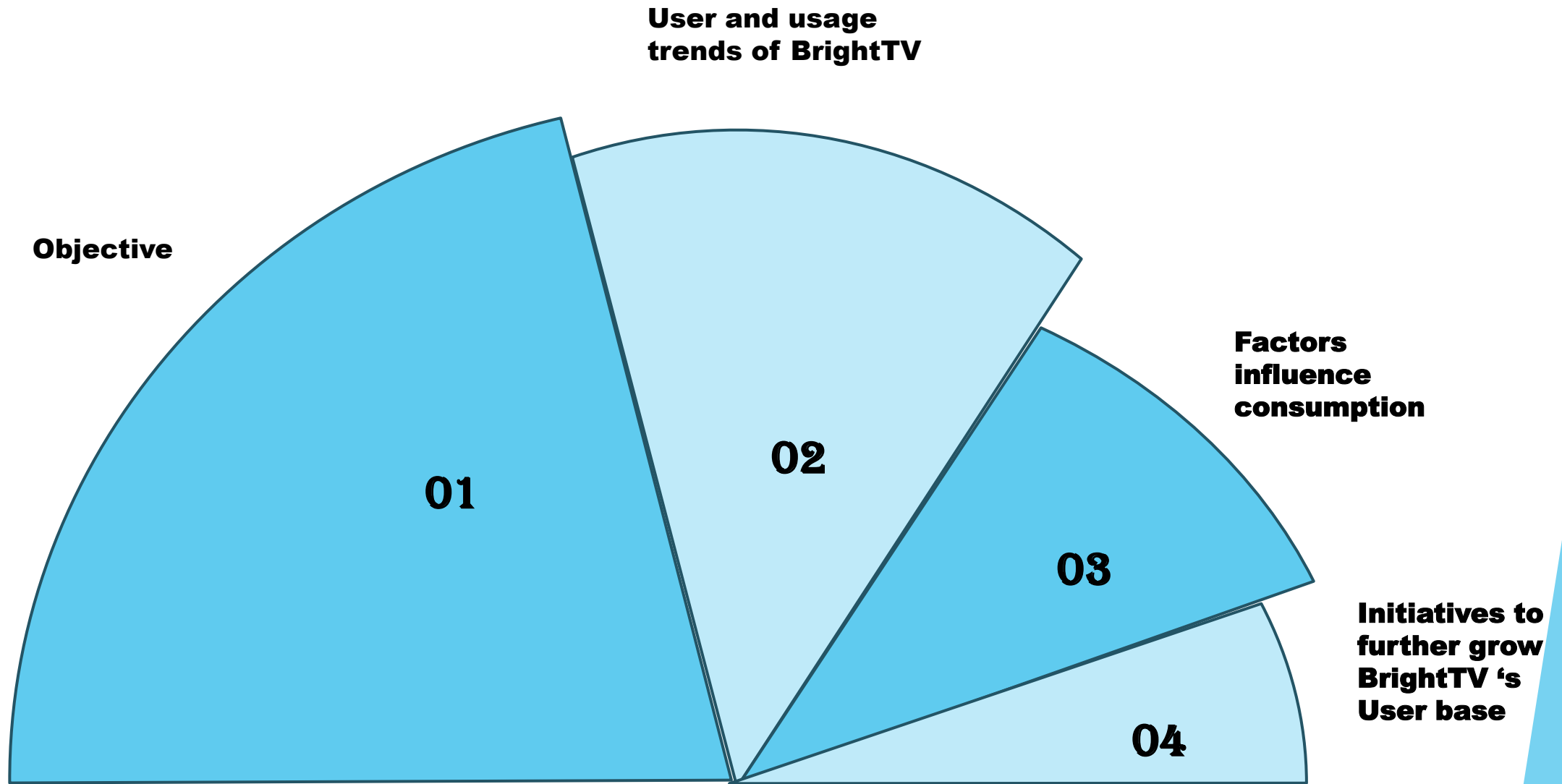


A top-down view of a workspace on a light teal background. In the upper left, a silver laptop is partially visible, showing its black keyboard and trackpad. To its right is a white ceramic coffee cup with a red handle, filled with dark coffee. Below the cup is a white computer mouse. In the lower left, there is a dark brown leather notebook with orange stitching and a white pen. Next to the notebook are a pair of tortoiseshell-rimmed glasses.

BRIGHTTV VIEWERSHIP ANALYSIS

**Q1 BRIGHTTV
VIEWERSHIP FROM
1 JAN 2025 1 APRIL 2025**





Objective

Provide key insights to empower the CVM team in increasing subscriptions for current FY .

User and usage trends of BrightTV

Geographic Trends



Demographic Trends



Behavioral Trends



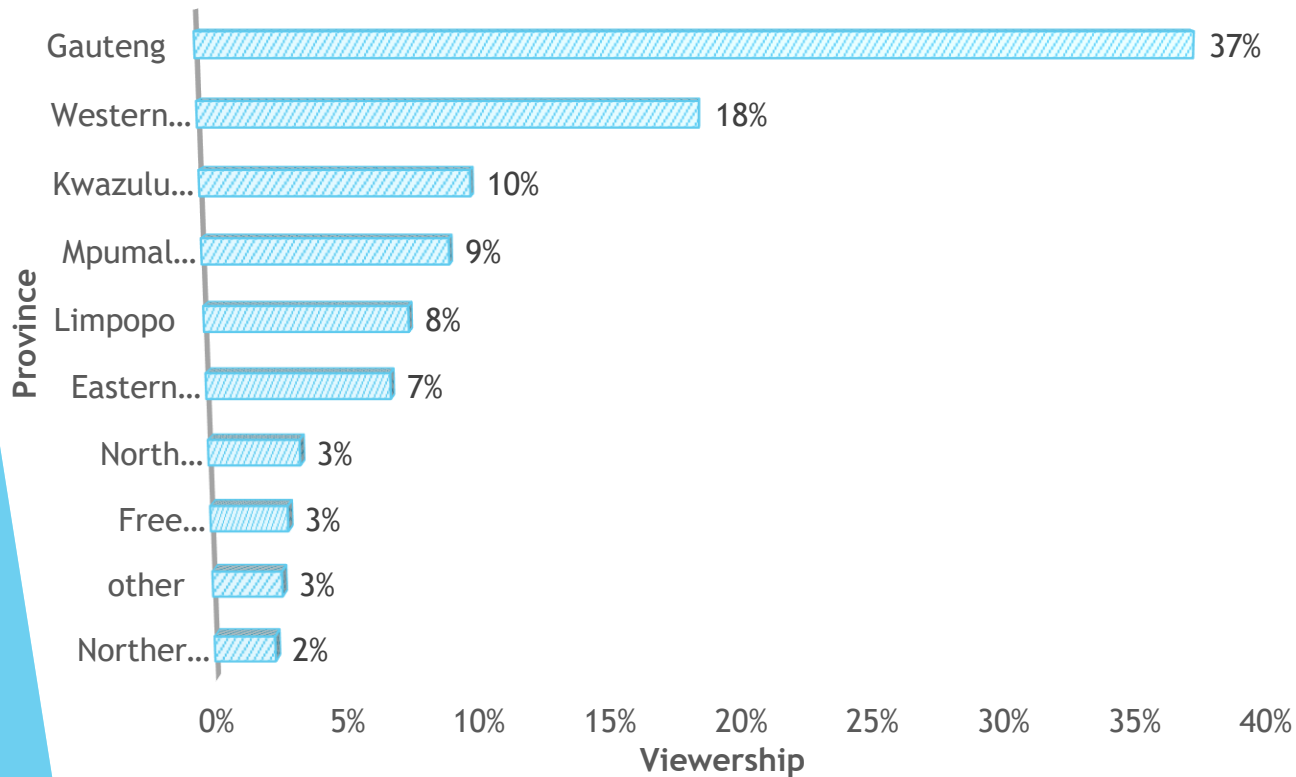
Content Preferences



Temporal Trends

Geographic Hospots

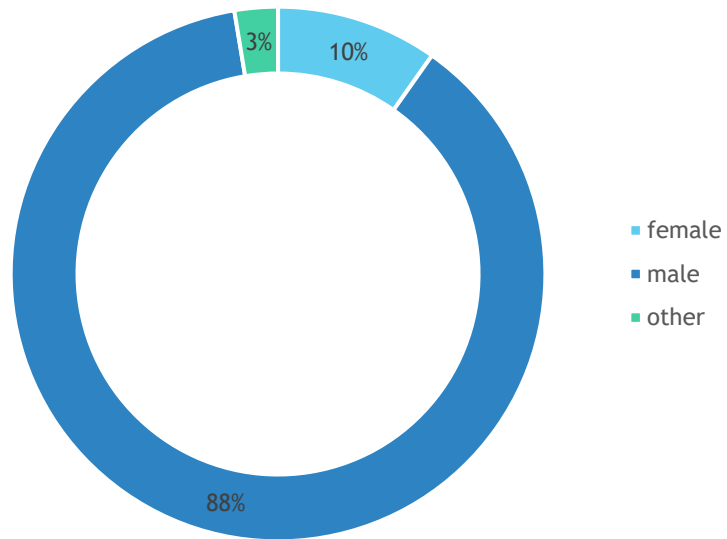
VIEWERSHIP BY PROVINCE



► Gauteng (37%) and Western Cape (18%) lead in viewership, while Northern Cape records the lowest audience share

Demographic Trends

Viewership by Gender



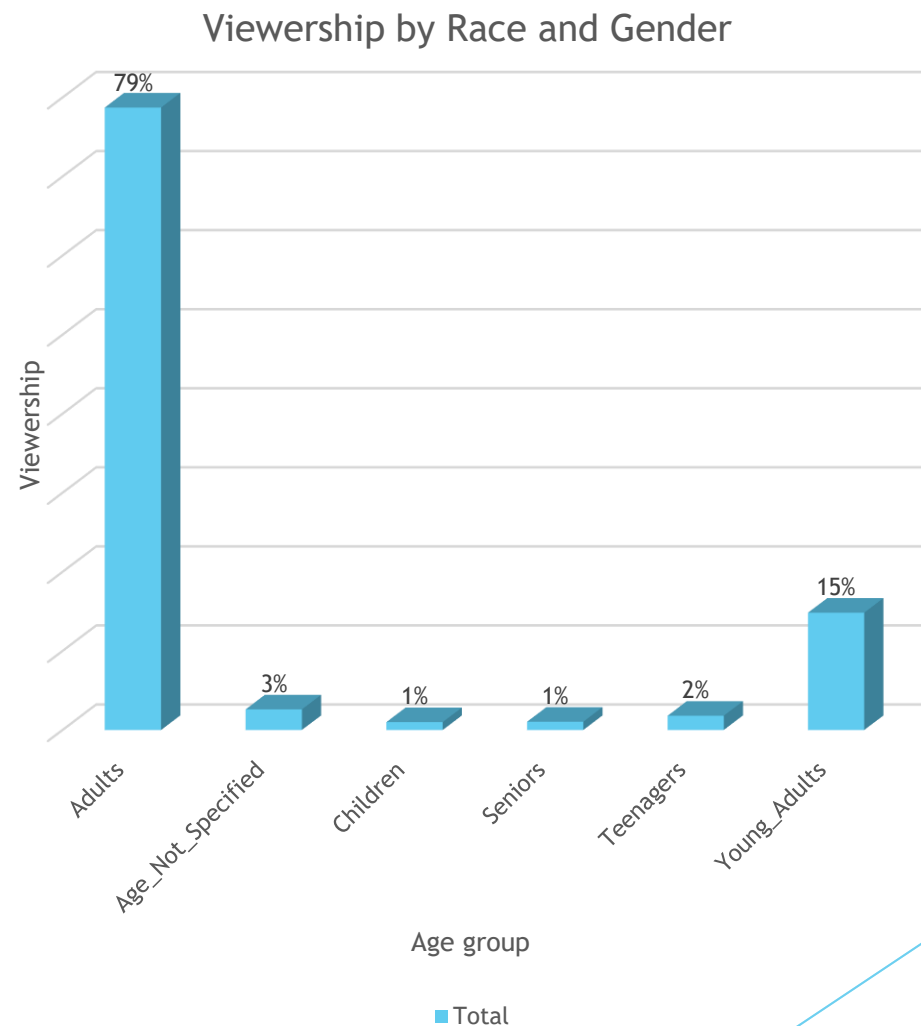
Who is watching ?

Primary audience are males with 88%

Demographic Trends

Who is watching?

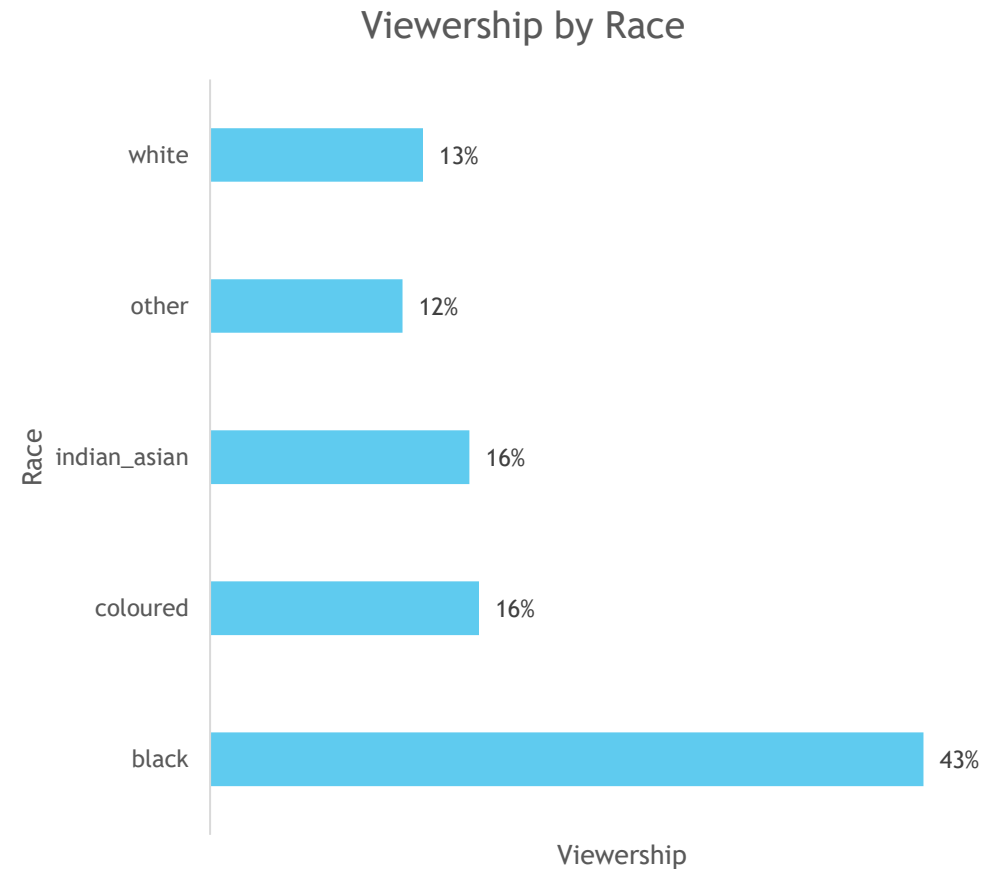
- ▶ Viewership dominated by adults



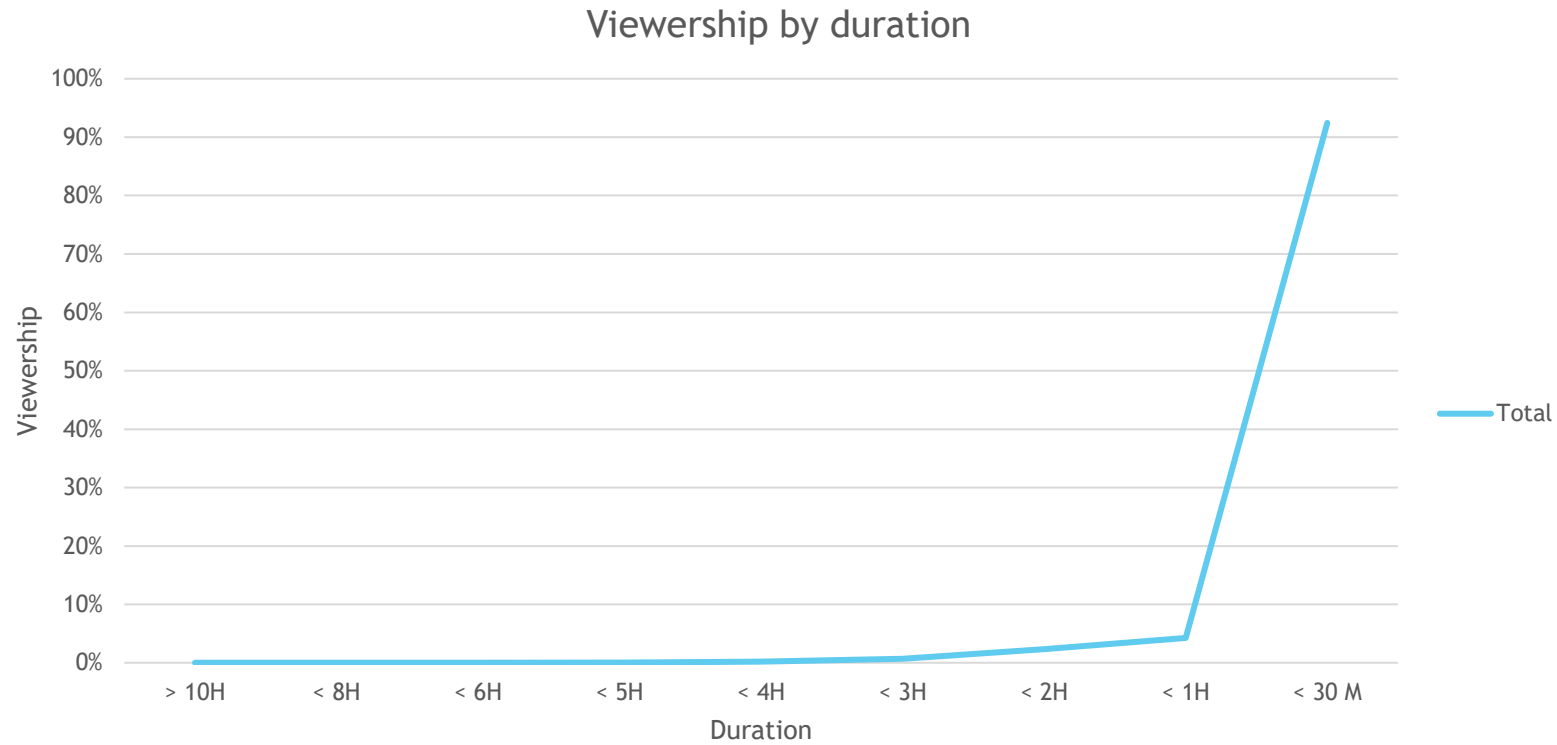
Who is watching?

- ▶ Viewership dominated by blacks

Demographic Trends



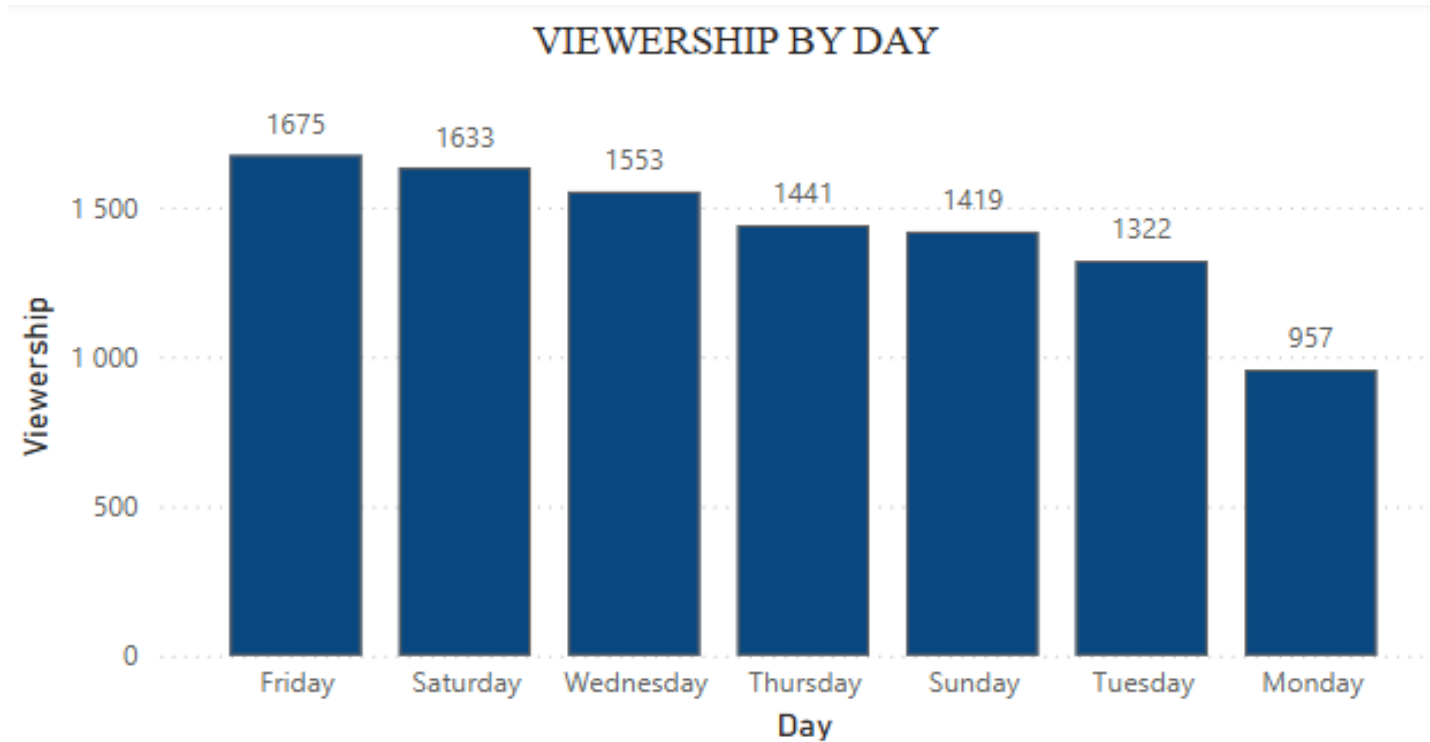
Behavioral Trends



Viewing Habits

90% watch < 30 minutes

Behavioral Trends

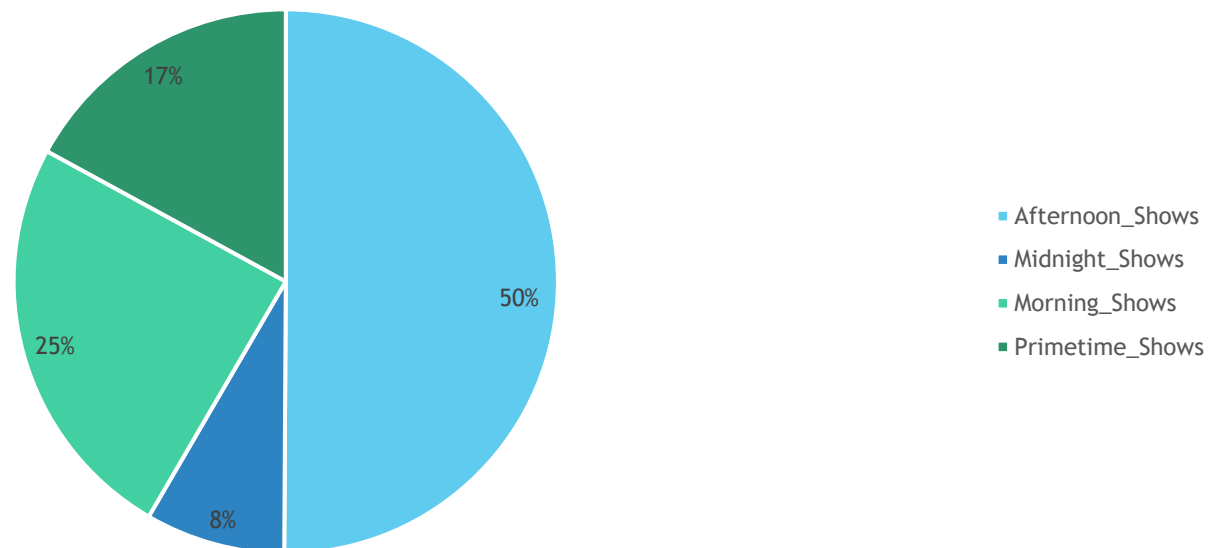


Viewing Habits

Fridays likely spike due to half day and weekend kickoff.

Behavioral Trends

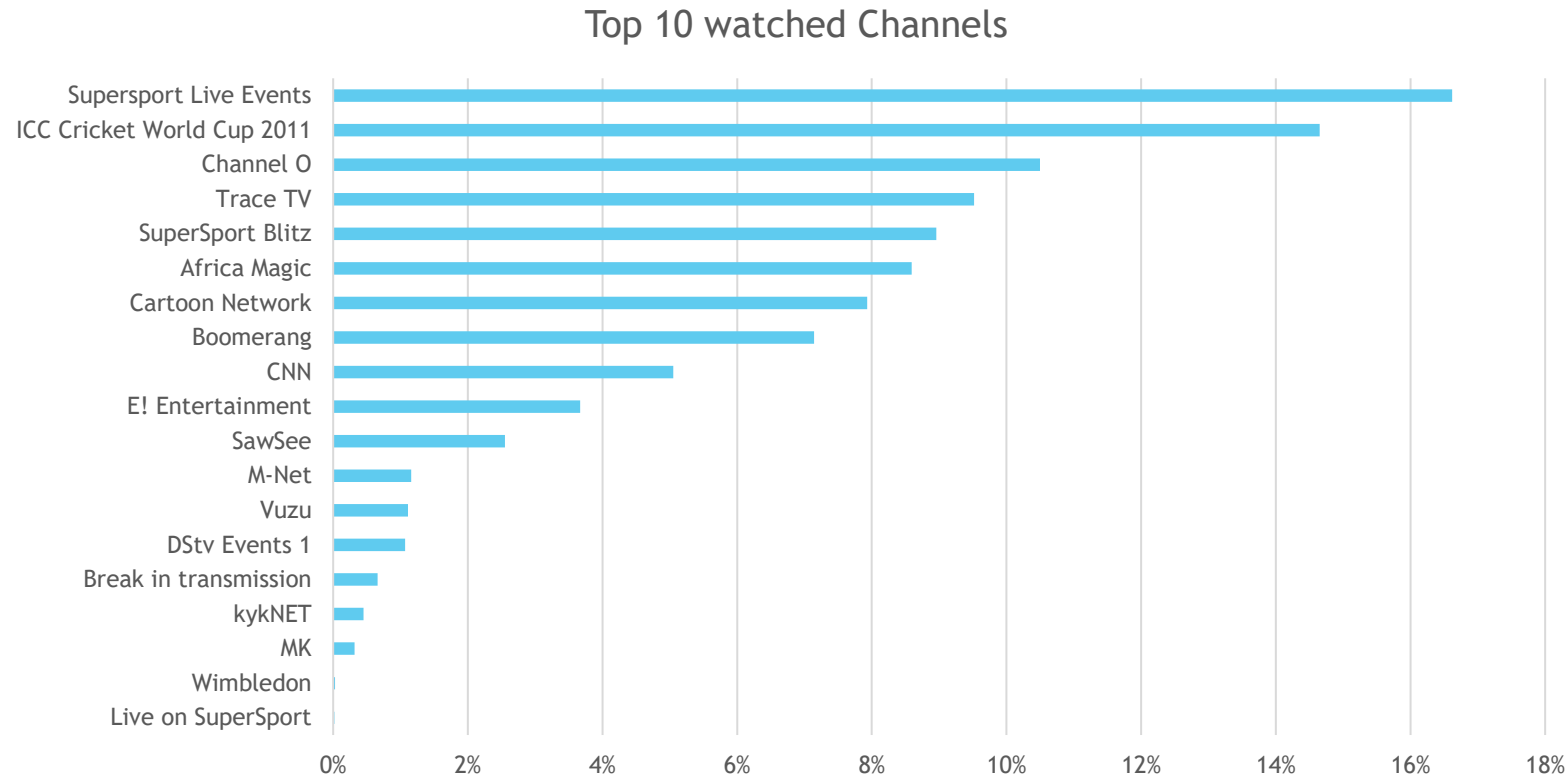
Viewership by Times



Viewing Habits

Afternoon dominates

Behavioral Trends

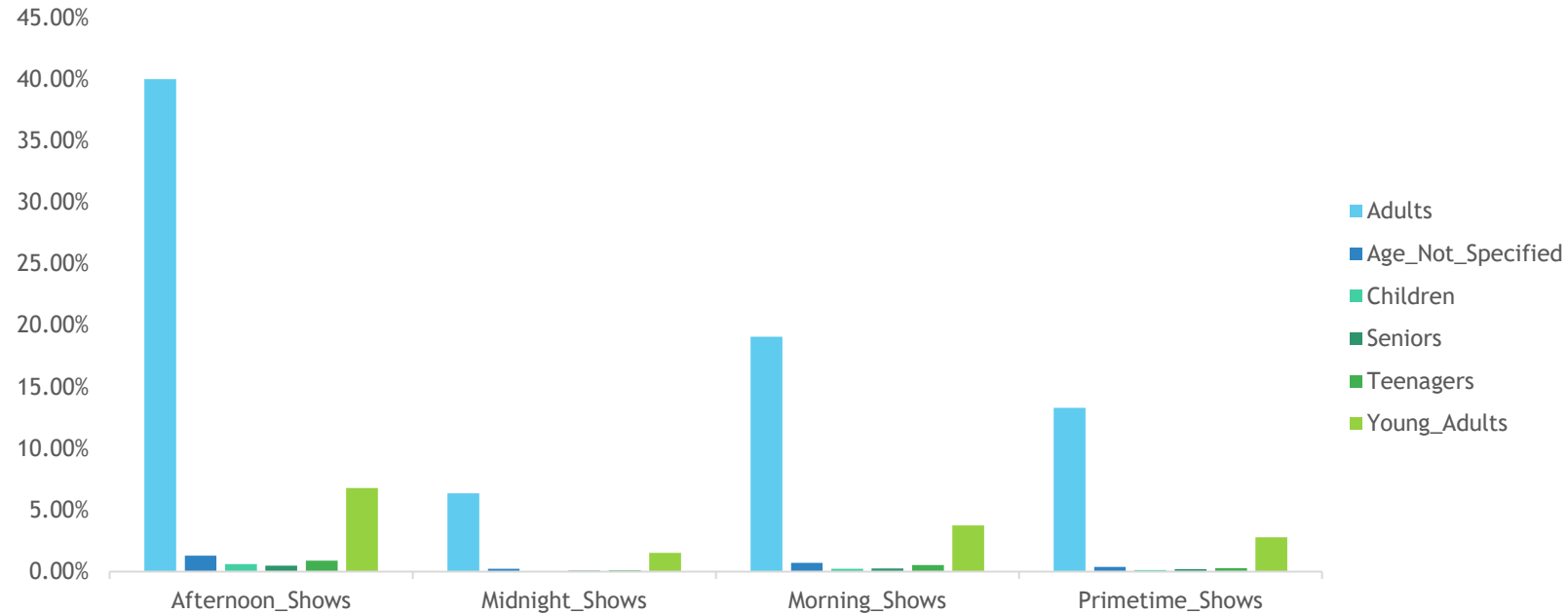


What They Watch

Sports channels dominate

Content Preferences

Viewership by Channels and Times



What They Watch

Adult shows are dominating in the afternoon

What Drives BrightTV Consumption?

1. Location - Viewership suggests stronger signal strength, marketing reach, or urban audience concentration

2. Demographics - Black adult males form the core audience

3. Time of Day Peak is the afternoon possibly because of lunch breaks, school-out periods, or at-home time

4. Day of the Week Fridays dominate viewership Possibly linked to weekend kickoff, relaxation, and sports events

5. Session Duration 90% of sessions are <30 minutes
Implies preference for quick, engaging content

Recommendations for Growth



FOCUS MARKETING IN HIGH-CONSUMPTION REGIONS LIKE GAUTENG AND WESTERN CAPE SOMETHING LIKE REGIONAL CAMPAIGNS, COMMUNITY ENGAGEMENTS, OR PROMOTIONS.



DEVELOP AND PROMOTE CONTENT THEMES THAT APPEAL TO MALE – SPORTS, NEWS, MUSIC.



CREATE MORE SHORT-FORM CONTENT WITH OVER 90% OF SESSIONS UNDER 30 MINUTES.



EXPAND SPORTS AND ENTERTAINMENT OFFERINGS, THESE GENRES ARE TOP PERFORMERS.



INCREASE FREQUENCY OF LIVE EVENTS, REPLAYS, AND SPORTS COMMENTARY.



INTRODUCE VIEWER ENGAGEMENT STRATEGIES ADD INTERACTIVE FEATURES LIKE POLLS, SMS SHOUTOUTS, OR SOCIAL MEDIA HASHTAGS, IT CAN IMPROVE SESSION DURATION AND LOYALTY.



Thank you

Let's grow the viewership!